



The
PRESIDENTS' COUNCIL

AN ENGINE FOR BLACK BUSINESS GROWTH

Supervisory Responsibilities: N/A

Contacts: Internal and External Clients

FLSA Status: Salary +Commission/Exempt

Salary Range: Commission Only (90-day evaluation; Transition to salary + commission based on achieving established sales goals)

Hours: 40 hours per week required

As an Engine for Black Business Growth, The Presidents' Council acts as a catalyst for inclusion by **Supporting, Developing, and Advocating** for our region's current and future generations of African American entrepreneurs and leaders for sustainable wealth creation through Business Development + Entrepreneurial Support, Ecosystem Building (organizing & mobilizing), and Advocacy + Thought Leadership , Capital Formation + Investments; affecting influence and accountability at ALL levels that directly impact African American businesses and the communities we serve.

Position Title: Membership Services and Excellence in Entrepreneurship at Your Business (EEAYB) Program Coordinator

JOB PURPOSE:

The Membership Services & EEAYB Program Coordinator (MSC) reports to the Director of Operations with overall accountability to the Executive Director and is expected to maximize his/her sales performance and engage in activity daily that will facilitate the attainment of the established performance goals. **Growing and Retaining chamber membership through sales, programs, and service is the position priority.** The MSC works independently, with support, and collaboratively with other Presidents' Council staff in the following areas, among others: The Presidents' Council Business Chamber (PCBC) program and event planning, coordination and evaluation; research to support program and event development; Customer Relationship Management system (CRM), internal and external meeting planning, promotion, logistics, facilitation and marketing publications/materials development; developing and maintaining existing, past, and potential PCBC member rosters, reports, and client projects.

This position requires 40 hours per week, with some evenings and weekend hours.

QUALIFICATIONS:

The MSC must possess research, analytical, interpersonal, organizational, and communication skills, as well as the ability to exercise extensive professional discretion, independent judgment, business acumen, and diplomacy. The MSC may also assume responsibilities for special projects and will assist with organizational-level communications activities as well as PCBC specific communications. This individual must quickly master protocols and procedures, adapt to a varied and changing workload, be well organized, and task oriented. The ability to interact with staff (at all levels) and communicate effectively with board members, community partners, chamber members, elected officials, vendors, and constituents in a fast-paced environment, sometimes

under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality is crucial to this role. Expert level written and verbal communication skills, strong decision-making ability, positive attitude, high standard of personal accountability, attention to detail, and eagerness to learn and apply new skills are equally important.

MUST HAVE:

- ***Strong negotiation and sales skills**
- ***Ability to thrive in a fast paced, high productivity work environment**
- Strong relationship management skills (recruit, retain, and reward)
- Strong communication skills (written and verbal)
- Ability to consistently reach and maintain membership sales goals (required monthly, quarterly, and yearly goals)
- CRM experience (i.e. SharpSpring, Constant Contact, Salesforce, Dynamics)
- Ability to work with diverse populations (entrepreneurs, corporate executives, and managers)
- Ability to implement changes appropriately and effectively
- Can manage stress with ease
- Outstanding communicator, both orally and written
- Creative problem solver extraordinaire
- Willingness to work collaboratively with the Director of Operations to improve, implement and achieve company goals and vision as driven by Executive Director
- Strong computer skills and knowledge of a range of business software programs
- Confident and effective decision-making skills
- Fantastic motivator
- Diligent and proactive results-driven personality
- Ability to develop and execute effective year-long communications and marketing plan
- Technology skills (WordPress, eblasts, emails, videomail, etc.)
- Ability to master existing & new social media platforms (SharpSpring, Instagram, LinkedIn, Facebook, Twitter, etc.)
- Willingness to engage in continuous learning
- Outstanding ability to work effectively in teams of diverse people and organizations
- Strong organizational, computer, problem-solving and analytical skills
- Highly self-motivated and directed
- Dedication to get the job done, whatever it takes
- Patience, high energy, enthusiasm in working with the public and helping others
- Competency in project management with demonstrated ability to think strategically; set goals and objectives, multi-task and execute strategy while maintaining a balanced perspective between the big picture and attention to detail

STRONGLY PREFER:

- College Degree (Associates, Bachelors, Masters) or Equivalent Professional Experience
- 3+ years' experience (Entrepreneurship, Advertising, Membership, Corporate sales)
- Experience successfully creating and/or driving membership sales and programming events that lead to membership sales

PRIMARY RESPONSIBILITIES and ESSENTIAL FUNCTIONS: This position includes, but is not limited to, the following responsibilities:

Sales

- Identifying and qualifying prospective customers through research, networking, and cold calling
- Develop and execute member recruitment strategies and systems. A significant amount of time spent must occur outside the office making sales visits including approved events to promote PCBC
- Develop and execute membership retention plan. Retention of members/memberships activities include annual outreach to every existing member of the chamber to collecting on past due accounts, and several activities in between
- Work with Director of Operations to ensure CRM system is accurate, up-to-date, and meets the needs of staff and members
- Effectively communicate all aspects of member fulfillment so that members are aware of, and receive, the membership benefits and privileges to which they are entitled
- Involved in membership renewal process, including assisting the Director of Operations in identifying members who need special attention and/or who are candidates for upgrading membership
- Provide general staff support as needed in relation to Chamber events and operations when needed
- Plan, manage, attend, and support quarterly PC Nights
- Plan, manage, attend, and support New and Prospective Member Mixers, etc.
- Attend and support Monthly Business Forums
- Develop and execute plan to return lapsed members
- Provide analytics and feedback to the Director of Operations concerning member questions, concerns, requests, and interests so that we may address and tailor future planning and responses
- Scheduling appointments and meeting existing customers to identify and qualify potential prospects and present current product offers
- Aggressively follow-up on business opportunities and prospective members
- Utilize the CRM to continuously update all prospects on Company product modifications, changes, and enhancements
- Provide customer service and after-sales follow-up
- Create, utilize, and maintain membership and advertising sales materials
- Market all chamber programs and events to potential, new and existing members as needed and assigned by Director of Operations via traditional and nontraditional media
- Maintain CRM, including data entry and troubleshooting
- Format, mail, and track member communication emails
- Manage membership renewal system, including order fulfillment and thank you notes
- Help members with profiles and logins
- Maintain membership directory in the CRM
- Provide regular statistical and analytical reports on membership to Executive Director and the Director of Operations
- Blind copy Director of Operations on all member email communications
- Build relationships with members and affiliates
- Recommend updated stories and articles for chamber web site relevant to potential members, new members and/or member retention activities and publish once approved
- **Other Duties as Assigned**

Programming

This area of responsibility includes the implementation, management supervision and evaluation of the EEAYB program of The Presidents' Council, including scheduling, delivery, and infrastructure, assistance with program promotion and events/outreach coordination; various administrative tasks.

Essential tasks include the following. Other responsibilities may be assigned

EEAYB Program Implementation and Infrastructure

- Develop and Manage the systems and processes for intake, evolution, and completion of

individual client projects

- Identify and recommend new Preferred Providers; upon Executive Director approval, onboard based on established needs, metrics, and goals
- Understand and adhere to all Business Growth Collaborative (BGC) grant criteria
- Provide all required data to and work with Executive to complete all required BGC reporting
- Attend all BGC Client Processing Meetings
- Identify and present clients to BGC
- Responsible for the supervision and management of the data management software (SalesForce via BGC portal)
- Evaluate program and provide feedback
- Report and discuss activity schedule with Executive Director
- Communicate policy and information to Executive Director
- Communicate program status with Executive Director on a weekly basis
- Compile, maintain and report monthly, quarterly, and annual program statistics
- Analyze trends in the programs, identifying issues and developing and recommending solutions to Executive Director
- Develop, implement, and evaluate recruitment strategies to expand the number of program participants
- Responsible for expansion of the program forming partnerships where appropriate
- Manage monthly business forums (PC Work it Wednesdays) including but not limited to
 - Developing varying delivery format to meet members needs
 - Identifying and creating session focus based on member feedback
 - Identifying and securing speakers
 - Identifying and securing meeting location
 - Creating and deploying satisfaction surveys

Public Relations

- Assist with program and event promotion
- Production of newsletter articles and other promotional materials
- Attend and/or present at relevant events, trade shows, volunteer fairs and organizations

Administration

- Interface with, and cultivate relationships with, professional and community partners
- Assist with program budget development
- Maintain program expenditures within budgeted parameters
- Apprise Executive Director of program and project status

Social Media

This area of responsibility includes creating compelling and dynamic content that will build and sustain awareness about PCBC and EEAYB, using key Social Media sites such as Facebook, YouTube, Twitter, LinkedIn, etc. The MSC will develop, implement, and monitor social media campaigns across several platforms and will write and gather content for electronic publications, social media, and blogs. A final report measuring and defining success and activities of the project will be produced with direction from the Executive Director.

Essential tasks include the following. Other responsibilities may be assigned

Social Media Content Creation:

- Produce PCBC and EEAYB program specific content
 - for external communication, blogs, and social networking platforms: such as Facebook, LinkedIn, Twitter, YouTube, and other community sites
 - to plan, organize and implement a range of social media programs and/or events
 - to capture new audiences, invite friends, create groups, create forums, edit, and distribute new video, audio and photography footage of brand marketing activities for place on blogs, social networking sites, search engines and creation of podcasts/vodcasts

Other Duties as Assigned

***This job description may be changed to include new responsibilities and tasks or change existing ones as management deems necessary. Any changes or updates will be communicated by management. ***

FY 2020 – 2021 Goals for Membership Services & EEAYB Program Coordinator

Activity Reporting Requirements

The MSC shall complete a Sales Activity Report each week by the end of the day on Friday and deliver it to the Director of Operations via email or in person. Monthly Sales Reports must be turned in no later than the fifth of the month for the previous month. Additionally, the MSC will provide a monthly Travel and Expense Activity Report no later than the fifth of the month for the previous month.

Expected Sales Results

The MSC is expected to begin an aggressive effort to maximize initial sales activity directly after a ONE-WEEK training period. MSC is expected to reach Minimal Sales Targets within 30-45 days and Acceptable Sales Targets within 90 days. Activity and performance will be evaluated on a weekly basis during the first 90 days.

Minimum Sales Targets

- Sales goals - 12 new sales/month
- Revenue goals - \$6400/month in new sales
 - based on (8/\$300 + 2/\$500 + 2/\$1500)
- Renewal goals - 75% retention rate (evaluated per month and per year)

Minimum and Acceptable Sales Targets are intended to describe what is the minimal expectation of the Company and should not be misconstrued as the ultimate goal of the MSC. MSC should seek to excel in his/her sales activity and push to attain the highest level of sales possible. However, MSC is not guaranteed employment by meeting any level of sales.

Commission Only Structure

Commission: Figures are based on new revenue sold and paid each calendar month as well as renewals.

- 1/3 commission on new sales
- 5% commission on renewals

Payments: MSC will receive payment on a biweekly basis from the previous biweekly earnings, contingent upon satisfaction of all other requirements on this Agreement.

Salary + Compensation Structure

Salary: Eligible after successful completion of 90-day evaluation, promotion offer and acceptance.

Commission: Figures are based on new revenue sold and paid each calendar month as well as renewals.

- 25% commission on new sales
- 10% commission on renewals

Monthly Sales Period: All commissions are paid on sales completed and paid by the last day of the previous month.

Sales Reports: Sales and activity reports for the month must be submitted by the fifth of each month for the previous month to receive commissions.

Commission Payments: Commissions are paid the second pay period of the month for the previous month's earnings, contingent upon satisfaction of all other requirements of this Agreement.

Commission Contingencies

1. MSC must meet acceptable levels of new sales to receive residual commissions and submit all required reports in a timely manner.
2. If Company terminates Employee's contract, he/she shall receive commissions on all completed sales up to the date of termination, residuals for the previous month, and prorated commissions for the month in which the termination occurred.
3. MSC shall forfeit any previously paid residuals or commissions if Company does not receive the associated customer payment or the customer otherwise defaults or terminates a contract prior to the end of the month without complete payment. Forfeited commissions shall be deducted from future commissions.

Expense Reimbursement

MSC shall be reimbursed for expenses related to travel and mileage at the current IRS rate for travel from the office to a sales appointment, between sales appointments, and from a sales appointment back to the office at the end of the day. If MSC will travel home after the last appointment, mileage will be reimbursed for miles that exceed the distance between his/her home and the office. The Company shall provide a mobile (iPad) and/or laptop device that MSC is to maintain in good condition and use solely for business purposes. MSC is responsible for any associated costs for personal use of the Company's mobile (iPad) device. Upon termination of employment in this position or upon request by Company, MSC agrees to return all Company-owned equipment and related documentation/user manuals to Company in good condition. MSC shall submit a monthly Travel and Expense Activity Report no later than the fifth of each month for the previous month's activity. Company DOES NOT authorize entertainment and meal expenses.

Programming

- I. **Grow clients served**
 - a. **By industry**
 - b. **By referral source**
 - c. **By company size**
 - d. **By revenue**

- II. **Track program participant statistics for grant reporting and program analysis**
 - Number of hours per service area
 - Number of dollars per service area
 - Overall hours per month, quarter, FY
 - Overall dollars per month, quarter, FY
 - Industry trends
 - Program Satisfaction
 - Quality of service by preferred providers
 - Length of time per client, service area, and trends
 - Economic Impact
 - Number of Jobs created
 - Increase in revenue

- Business Expansion
- Other Trends and Revelations

III. Create pipeline of Preferred Providers

- a. Consistently identify and engage qualified candidates to create a robust pool of Preferred Providers for Executive Director approval (see EEAYB Preferred Provider Intake Process document)

IV. Increase EE alum engagement

- a. Engage EE alum to advise of EEAYB and provide service via PCBC EEAYB membership (or other membership level) or as BGC client.

V. Increase event awareness and participation

- a. Create and maintain event calendar
- b. Promote, manage, and provide impact analytics (including but not limited to attendance [member vs nonmember], experience surveys, polls, nonmember to member conversion rates, strategic partnerships, joint ventures, etc.)

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Printed Full Name

Signature

Date